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# CELOTEX

INSULATING LUMBER

# **C E L O T E X**

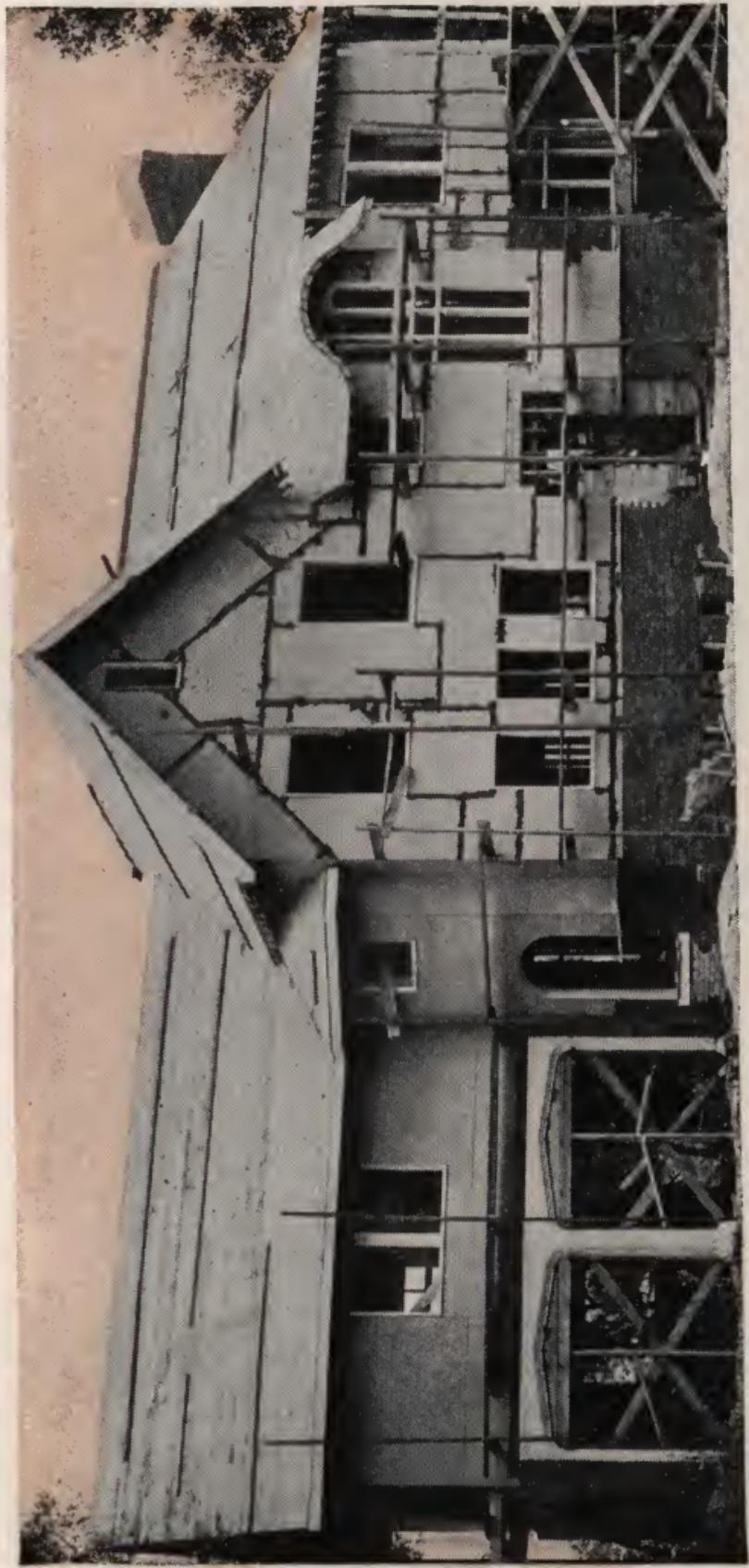
INSULATING LUMBER

## WHAT IT IS

**C**ELOTEX is the board-form insulation that combines high insulating value with structural strength. It is produced from cane fibre. It is a strong, rigid, waterproofed board, having greater strength than wood sheathing on the wall, and the insulating value of cork.

There is a use for Celotex in every building—as general heat and cold insulation, as sheathing, plaster base, roof insulation, interior finish, exterior finish and sound deadener. Insulation against heat and cold is always obtained at the cost of one material. In resisting the passage of heat and cold, the  $\frac{7}{16}$ -inch thickness of Celotex is equivalent to  $1\frac{1}{2}$ -inches of lumber, or a 12-inch wall of concrete.

To build with Celotex means to effect an annual saving of from 25 to 35 per cent in fuel consumption; an interior cool in summer and warm in winter. To build without insulation means to futilely attempt to heat all outdoors in winter and live in a hot-house in summer.



Residence of Julian Smith, Wilmette, Ill.  
Norman W. Cook, Architect  
Celotex Used for Sheathing and Roof Insulation



Residence of S. S. Beman, Winnetka, Ill.  
S. S. Beman, Architect  
Celotex Used for Sheathing and Roof Insulation



Residence of Bruce Flemming, Royal Oak, Mich.  
Celotex Used for Sheathing under brick veneer.

Telephone X 392

YOUNG AND YOUNG  
ARCHITECTS

102-3 Insurance Building

DALLAS, TEXAS

April 25, 1923

S. W. Nichols Company.  
2116 Jackson Street,  
Dallas, Texas.

Gentlemen:

In the construction of an apartment building for General Felix H. Robertson, recently completed at Waco, Texas, about 50,000 feet of "Celotex" was used. After investigating this material, we changed our specifications, which originally called for metal lath, for we desired to give "Celotex" a thorough test as a plaster base.

The owner, as well as ourselves, is entirely satisfied with the results obtained, and we are pleased to report our findings in connection with "Celotex" as follows:

First: As a plaster base, it proved highly satisfactory, giving greater strength than could have been obtained through the use of metal or wood lath.

Second: As a sound deadener and an insulator it is all that you claim it to be.

Third: Its use saved the owners approximately \$1100.00 in the cost of the building. This was not anticipated. We would have been satisfied with the use of the material at an even greater cost because of its qualities as a sound deadener and an insulator.

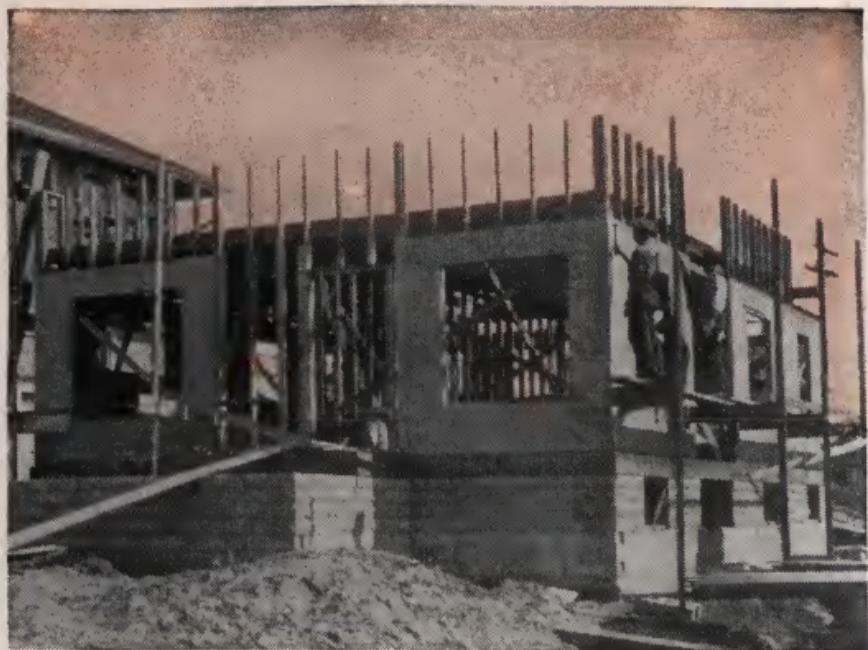
We are now specifying "Celotex" and it is our intention to continue to do so, for we believe that we are serving the best interests of our clients thereby.

Very truly yours,

FRY/LB

YOUNG and YOUNG.

By *C. R. Young*.



Residence of R. A. Lilley, 1518 Osceola Ave., St. Paul, Minn.  
Celotex Used for Sheathing and Plaster Base



Althea Gardens, Detroit, Mich.  
Celotex Used for Plaster Base



Residence of T. A. Tooey, Beverly Hills, Calif.  
Wm. M. Clarke, Architect  
Celotex Used for Plaster Base and Sound Deadening

# Haynes Corporation

H. LEWIS HAYNES, Genl. Mgr.

## Printers

PHONE 670-48

412-414 EAST 11TH STREET  
LOS ANGELES

December 13th, 22

Western Celotex Co.,  
414 Metropolitan Bldg.,  
Los Angeles, Calif.

Attention Mr. C. A. Lindner.

Gentlemen:

It gives us great pleasure to write an unsolicited letter of commendation on some of the superior features of your product, Celotex, over the heretofore more generally used lath and plaster.

Most important of all, to us, is its deadening or sound-proof qualities. As you know, the walls of our general office are lined with the Celotex, and the manner in which the noises from our pressroom are kept out of the office, with only a swinging door between, is almost unbelievable. Our private office is also absolutely sound-proof and conversation carried on there cannot be heard in the general office.

It is also truly remarkable as a temperature leveler and retainer. Our offices remain ideally cool in the summer, and in the colder weather are readily heated in a few moments and great comfort maintained with a very small amount of heat. It is often noticeable that our offices are still warm when we come to work in the morning after having been without heat since five o'clock of the previous evening - a matter of some fourteen hours.

It is putting it mildly to say that we are perfectly satisfied with the results obtained from the use of Celotex and we wish you great success in the marketing of so meritorious an article.

Very truly yours,

HAYNES CORPORATION.

by *H. Lewis Haynes*  
Sc'y.

HLH:W



Residence of J. A. Anger, Milwaukee, Wis.  
Buemming & Guth, Architects  
Celotex Used for Sheathing and Insulation



Residence of Charlie Chaplin, Beverly Hills, Calif.  
C. S. Colyer, Designer  
Celotex Used in the Projection Room for Sound Deadening

MANUFACTURERS OF THE  
MATERIALS FOR ROOFING AND SIDING  
GRAVEL BASE  
AND  
ROTARY VENTILATORS

**FRANK STAAR & SONS, INC.**  
SHEET METAL WORKS, COMPOSITION;  
SLATE AND TILE ROOFING  
1473 S. HALSTED STREET  
CHICAGO

June 9, 1922.

The Celotex Company,  
Conway Building,  
Chicago, Ill.

Gentlemen:-

We wish to say a word of satisfaction for  
the Celotex roofing insulation which you furnished  
us for the Fullerton Plaza Apartments.

We laid this Celotex, which comes in large  
sheets, with our regular roofers in hot pitch mopped  
solid to the concrete slab and then applied our Four  
Fly Felt, Pitch and Gravel Roofing on top of it, mopping  
it solid to the Celotex.

We found Celotex uniform, firm, and it affords  
an excellent base for roofing.

We will be glad to say a good word for it  
whenever we can.

Yours Very Truly,

FRANK STAAR & SONS, INC.

By *Jean Orberg*

CHARLIE CHAPLIN FILM COMPANY  
1416 LA BREA AVENUE  
LOS ANGELES, CAL.

April 21st, 1923

Western Celotex Company,  
414 Metropolitan Building,  
Los Angeles, California.

Dear Sirs:-

We have used Celotex in the construction  
of the projection room in Mr. Charles Chaplin's new  
residence at Beverly Hills and have found it satis-  
factory in every way.

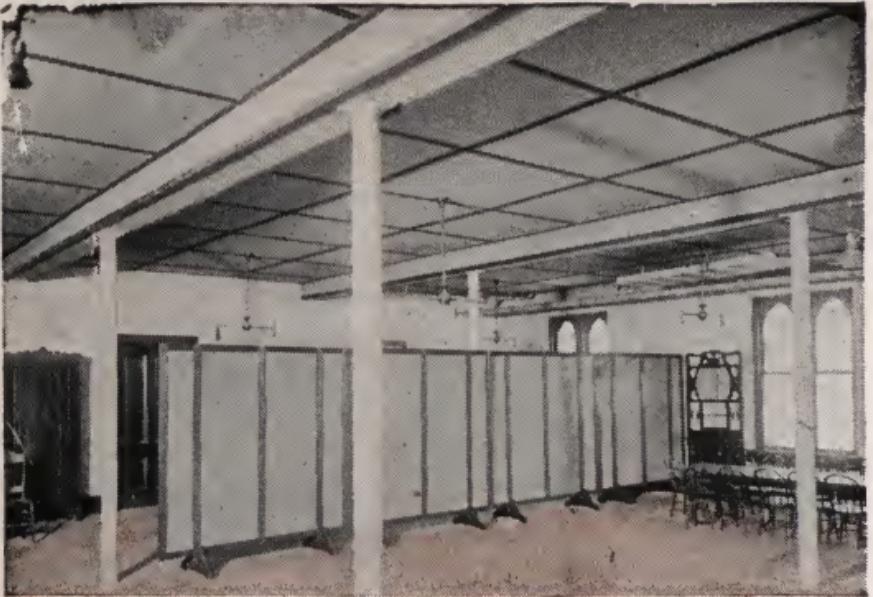
We do not hesitate to recommend Celotex  
to those desirous of obtaining first class insulating  
lumber.

Yours very sincerely,

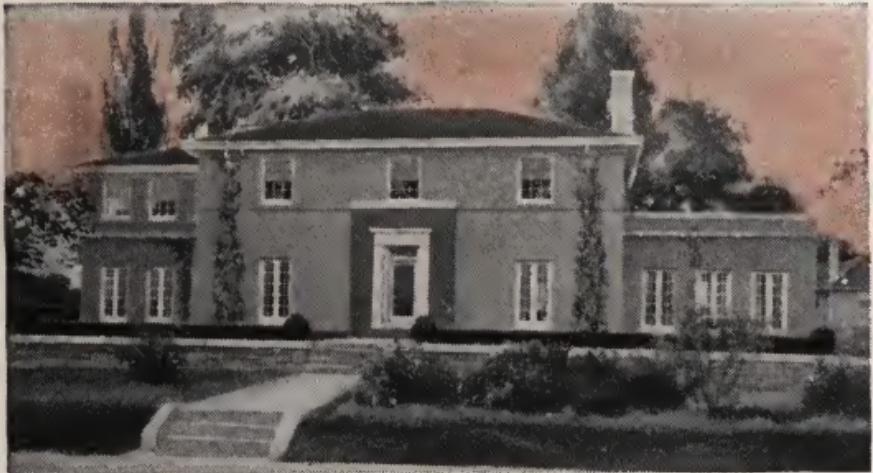
*Acme Reenes.*

General Manager,  
CHARLIE CHAPLIN FILM COMPANY.

AR.NBB



**Parish House, St. John's Episcopal Church, Elizabeth, N. J.**  
**Celotex Used for Interior Finish**



**Residence of F. J. Robinson, Kansas City, Mo.**  
**McKecknie & Trask, Architects**  
**Celotex Used for Sheathing and Stucco Base**



**One of many bungalows built of Celotex,  
Tent City, Coronado, California.**



**Residence of Arnold Totman, Winnetka, Ill.**  
Pucky & Jenkins, Architects  
**Celotex Used for Sheathing and Roof Insulation**



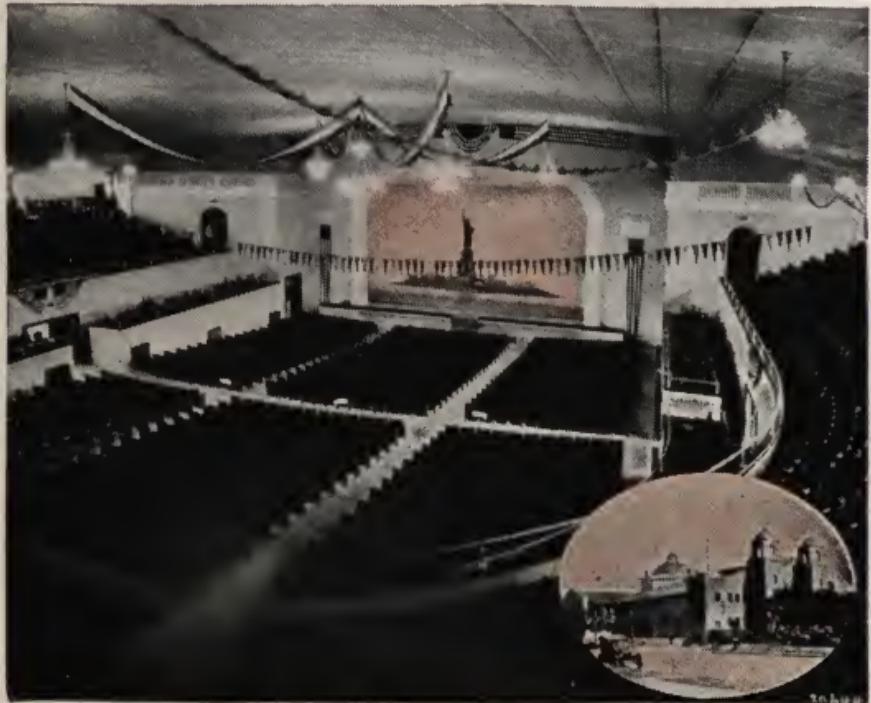
**Apartment Building, Los Angeles, Calif.**  
Ley Bros., Designers and Builders  
**Celotex Used for Plaster Base and Sound Deadening**



**Residence of A. T. Sayre, Wichita, Kansas.**  
**Celotex used for Sheathing and Insulation.**



Residence of W. Beverley Robinson,  
Montreal, Quebec, Canada.  
Celotex used as Plaster Base, Sheathing and Roof Insulation



Amarillo Auditorium, Amarillo, Texas.  
Lang & Witchell, Architects.  
Celotex used for acoustical correction under ceiling.



Ambassador Apartments, Minneapolis, Minn.  
Ambassador Holding Co., Owners  
60,000 Feet of Celotex Used for Insulation



Residence, Blue Island Ill.  
Celotex Used for Sheathing and Plaster Base



Delivering Celotex to the Job  
Los Angeles, Calif.



MEMBER FEDERAL RESERVE SYSTEM

L. H. BOUDREAU President  
J. A. BARNETT Vice President  
W. T. MARFIELD Vice President  
EDWARD G. COOPER Vice President  
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SAM M. LEE, Esq., Jr., Secretary  
WILL J. O'BRIEN, Treasurer  
W. H. CHAVIS, Jr., Auditor  
T. E. COOPER, Auditor

## MARINE BANK AND TRUST COMPANY NEW ORLEANS

CABLE ADDRESS  
"MARINBANK"

January 2, 1923

The Celotex Company,  
Chicago, Illinois.

Gentlemen:

You are correct in your information in re. my having used "Celotex Insulating Lumber" in the reconstruction of a suburban cottage. The facts are, Mrs. Marfield, in the late summer, purchased a little place at Ponchatoula, Louisiana, on which was located a very roughly constructed cabin of three rooms.

After a visit to your plant, I was immediately impressed with the value of your product, and felt it could be used to good advantage in lining the cottage we had on our hands.

After a great deal of persuasion, Mrs. Marfield consented, and the transformation of the rough cottage into a cozy three room bungalow was so complete within three or four days time, that she was more than delighted with the result.

It gives me a great deal of pleasure to say that I consider Celotex not a coming, but an established product.

Yours very truly,

*W. J. Marfield*

LANG & WITCHELL  
ARCHITECTS  
AND STRUCTURAL ENGINEERS  
200 ADAMS-PEPPER EXCHANGE, NAT'L. BANK BLDG.  
DALLAS, TEXAS

April 12th, 1923.

S. W. Nichols Co.,

Dallas, Texas.

Gentlemen:--

It gives us a great deal of pleasure to say a few words regarding Celotex Insulating Lumber.

Celotex was used as a plaster base on the Royal Street School, Dallas, Texas, and upon completion of the building was found to be in splendid condition.

We have used Celotex for roof insulation, cold storage rooms, partition walls and on one job for a ceiling which was used for its acoustical value.

We anticipate using this material quite extensively, for in addition to its wonderful insulating value, it makes a perfect plaster base.

Yours very truly,

LANG & WITCHELL, ARCHITECTS

OHL-M.

Per *W. J. Marfield*



Residence of George S. Sauer, Belleville, Ill.  
Grosspitch & Krug, Contractors  
Celotex Used for Sheathing and Interior Finish



Interior of House Boat of the famous Lake Arthur Club,  
Lake Arthur, La.  
Celotex Used for Interior Finish



INDUSTRIALITE



# Brascolite Company.

2615-25 Washington Ave.  
St. Louis, Mo.

C. E. GUTH, Pres.  
C. H. WILHELM, Vice Pres.  
C. E. WALTER, Secy.  
C. E. GUTH, Eng.

BOSTON NEW YORK PHILADELPHIA ATLANTA NEW ORLEANS BIRMINGHAM BOSTON CHICAGO

SUBJECT

July 18, 1922

REF ID: A3222

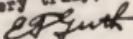
REPLY TO

Celotex Products Company,  
Conway Building,  
Chicago, Illinois.

Gentlemen:-

Owing to considerable increased heat development in the second floor of my home during the hot, sunny days, I had Celotex laid over the second floor ceiling joists. The results prove satisfactory beyond my expectation. The increased heat before applying the Celotex in my second floor often exceeded the temperature in the first floor 20°. Since the layer of Celotex has been applied the variation in temperature is imperceptible. There will undoubtedly be a similar advantage from the cold during winter and a greater improvement to my home could not have been made.

Yours very truly,



C. E. GUTH  
President.

J. B. FISCHER

ESTABLISHED 1861

TEL. 7000 HARLEM

## FISCHER BROS.

MANUFACTURERS OF  
INTERIOR CABINET WORK

OFFICES AND FACTORY  
FIFTH AVENUE  
157TH-158TH- 878-8878

NEW YORK, June 2nd, 1922. 192

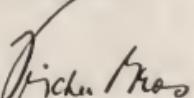
The Celotex Company.

Conway Building,  
Chicago, Illinois.

Dear Sirs:-

Since our talk with you sometime ago, regarding the insulating properties of Celotex, we have used a considerable amount, both in refrigerator back bars for soda fountains and for humidor rooms, and find the product to be most satisfactory in every particular, and find it even better than you claimed it to be. We have put it to some very severe tests and are more than pleased with the results obtained.

Very truly yours,



# CELOTEX

INSULATING LUMBER

LIME  
BRICK  
CEMENT  
GRAVEL  
PLASTER

COAL  
WOOD  
FIRE  
SEEDS  
POSTS

JOHN M. O'CONNOR  
LUMBER AND FUEL

ST. THOMAS, NORTH DAKOTA

April 10th 1923

The Celotex Company

Minneapolis;

Dear Sirs:

Last year we used over 19,000 feet of Celotex in the erection of a potato elevator here with excellent results. We find it a good sheeting and a perfect insulator. Potatoes stored in this frost proof elevator during the past winter came out in perfect condition.

In the future we will use Celotex in all work of this kind.

Yours truly

John M. O'Connor

*J. M. O'Connor*  
Mgr.

cc: J. O'Connor

E. G. ROCHAT  
2024 BAYARD AVE. NO.  
PHONE: CHERRY 3012

ROY L. WILLARD  
104-105 AVES. NO.  
PHONE: DUPONT 5415

ROCHAT & COMPANY  
PLASTERING CONTRACTORS  
MINNEAPOLIS, MINNESOTA

V

June 12, 1923.

The Celotex Company,

1211 Conway Building,  
Chicago, Illinois.

Dear Sirs:-

I can highly recommend Celotex as a plaster base. I have used it on several jobs and the result has been perfect finished walls and ceilings. With Celotex, less plaster material is required, and lathing is eliminated.

Yours truly,

ROCHAT & COMPANY

*E.G. Rochat*



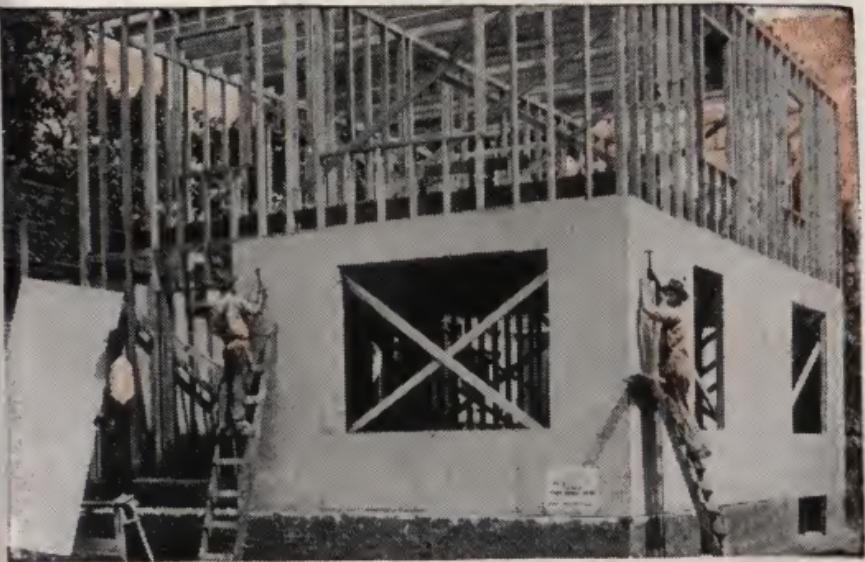
Residence of Thos. H. Ince, Beverly Hills, Calif.  
Roy S. C. Price, Architect  
Celotex Used for Insulation and Sound Deadening



Royal Street School, Dallas Texas  
Celotex Used for Plaster Base



Kirkard Apartments, Dallas, Texas  
Celotex Used for Plaster Base and Sound Deadening



Residence at Blue Island, Ill.  
Celotex Used for Sheathing and Plaster Base



Garvanza High School, Garvanza, Calif.  
Celotex Used for Plaster Base and Sound Deadening



Street Scene, Hal Roach Studios, Culver City, Calif.  
Celotex Used on all Buildings for Stucco Base

**BISSELL-WEISERT PIANO COMPANY**  
**26 SOUTH MICHIGAN AVENUE**  
**C H I C A G O**

March 22, 1922.

Celotex Products Company  
McKnight Building,  
Minneapolis, Minnesota.

Gentlemen:

We have recently fitted up new ware rooms at No. 26 South Michigan Avenue, and have used in our Talking Machine demonstrating rooms, "Celotex" for partitions.

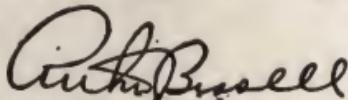
It gives us pleasure to state that we have found this material to be highly satisfactory, not only in regard to its sound-proof qualities, but also from the standpoint of resonance. It has seemed to us and to our customers that the talking machines demonstrated in our rooms have an unusually sonorous and resonant quality of tone; and we attribute this largely to the fact that the walls of these rooms are lined with "Celotex".

We are pleased to give this information to whosoever may wish to avail themselves of it, and to extend to anyone who may be interested in investigating a cordial invitation to visit our ware rooms, and to see and hear for themselves how satisfactory this material has proved to be.

Aside from the above the material itself is of a very pleasing texture; so much so that we decided to leave it in its natural state, rather than to stain or color it artificially.

Yours very truly,

BISSELL-WEISERT PIANO COMPANY



AB-FM

President.



**St. Sebastian Church, Detroit, Mich.  
Celotex Used for Plaster Base**



**Apartment Building, Los Angeles, Calif.  
Dr. E. Dougherty, Owner  
Celotex Used for Plaster Base and Sound Deadening**



**Residence of Fred Schoelkopf, Dallas, Texas  
Celotex Used for Insulation and Sound Deadening**



**Residence of M. Bear,  
Lansdowne, Pa.  
Celotex used for sheathing**



**Delco Laboratories, Dayton, Ohio  
120,000 Feet of Celotex Used for Roof Insulation**



**Cossitt Ave. High School, LaGrange, Ill.  
Childs & Smith, Architects  
Celotex Used for Roof Insulation**



*Fredonia Kans* 11-27-22

B. G. Dahlberg,  
President Celotex Company,  
Chicago, Ill.

Dear Sir:

One of the greatest difficulties experienced by Brick Manufacturers is roof construction for drier houses. These roofs are always practically flat and are expected to retain heat in the tunnels as well as to exclude rain. We have experimented for a number of years and re-roofed our Dry House last year with a patented material guaranteed to retain heat and to be impervious to water. This roof was an absolute failure within ninety days after its construction.

Our last experiment consisted in treating our roof with a heavy coat of filler, then laying a covering of Celotex in hot asphalt, covering the Celotex with another coat of hot asphalt finished with three layer coat of asphalt paper. The results obtained have been somewhat startling as we have had to reduce our gas under dry house 60% to 70% allowing us to operate, since Celotex was applied, with 30% to 40% of our former gas consumption.

We believe that we have solved the question of drier roof construction for brick plants--thanks to Celotex--and this is a question of grave importance to all brick manufacturers. I honestly believe that a roof, such as we have constructed, will pay for itself many times from saving in fuel alone and, at the same time, return profits from the elimination of brick spoiled on account of leaky roof.

We are very glad to recommend Celotex as insulation for this class of construction.

Very truly yours,  
FREDONIA BRICK WORKS

GBS/L

**CHICAGO ROOFING and SUPPLY CO.**

CONTRACTORS AND JOBBERS

3222-3224 WENTWORTH AVENUE

CHICAGO ILL

The Celotex Company,  
Conway Building,  
Chicago, Illinois.

Gentlemen:

I have used Celotex for roof insulation under my roofing on many buildings in Chicago and its environs.

Celotex is the best roof insulation I have used for the following reasons:

1st. It comes in sheets of large area and, therefore, can be handled by roofers according to their usual method.

2d. It is of more uniform thickness than any other roof insulation I have handled.

3d. It has a hard surface, so that the roofing pitch can be applied to it and the roofing paper applied thereto without any unusual absorption of pitch, which is a great fault of other insulating materials.

It has a high insulating value, because I have used it on some very particular jobs where the problem of ceiling condensation is very severe and it gave great satisfaction in these cases.

Furthermore, it is a board of stiff texture, so after the roofing pitch and gravel are applied on the roof over the Celotex insulation a man can walk over the roof without danger of puncturing the paper, whereas if softer insulations are used this would occur.

On the whole, I will say that Celotex is the most satisfactory roof insulation I have ever seen.

Very respectfully yours,

CHICAGO ROOFING & SUPPLY CO.

RBM\*JB

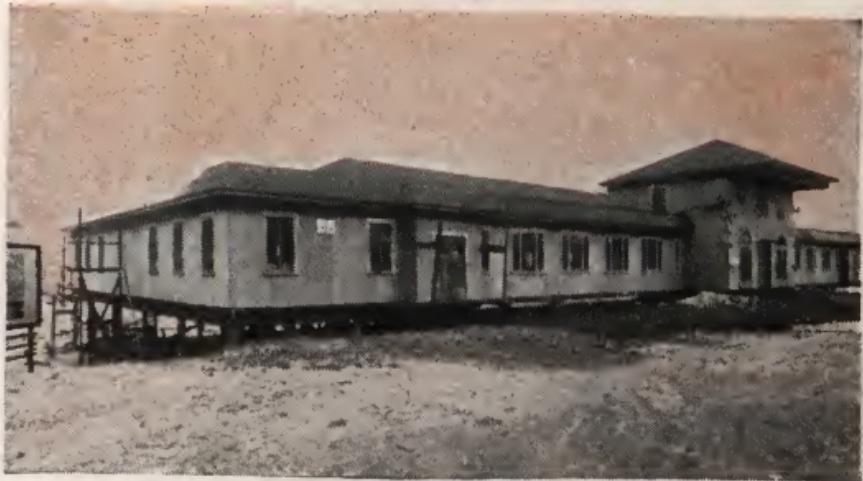
Per *R. B. Murdoch*



I. O. O. F. Rest Cottage, St. Paul, Minn.  
Celotex Used for Interior Finish



Summer Cottage Near Momence, Ill.  
Celotex Used for Sheathing and Exterior Finish



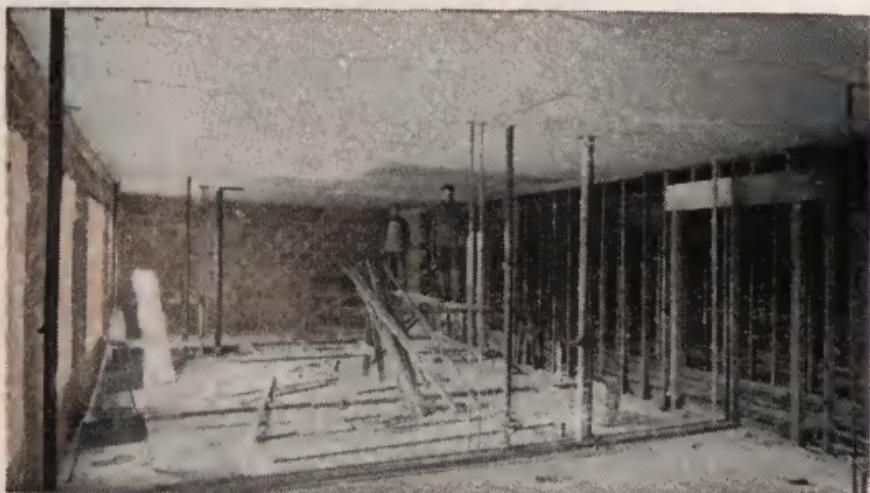
Brooklawn Dance Hall, Bridgeport, Conn.

Walter S. Hawley, Contractor

Celotex Used for Sheathing, Interior Finish and Sound Deadening



**Store Building, 820 Second Ave., Minneapolis, Minn.**  
**Magney & Tusler, Architects**  
**10,000 Feet of Celotex Used for Roof Insulation**



**Apartment Building, St. Paul, Minn.**  
**30,000 Feet of Celotex Used for Insulation**



**The Ruby Garage, St. Paul, Minn.**  
**Celotex Used for Roof Insulation**

**RED RIVER POTATO COMPANY**

GROWERS AND SHIPPERS

SELECTED

RED RIVER VALLEY POTATOES

OUR BRAND  
"LUCKY 18"

EAST GRAND FORKS, MINN.

April 19, 1923.

The Celotex Company,  
Minneapolis, Minnesota.

Gentlemen:

The Celotex that we used was for insulation in the roof of our warehouse, and this warehouse is 36 ft. x 70 ft. The Celotex boards were nailed up on the rafters, and ceiling lumber was put on top of this. The ceilings of potato warehouses are subject to dampness more so than any other building and our desire was to find some insulation that would prevent moisture. May we inform you that our desires were accomplished by using Celotex, as we have not noticed a drop of moisture on the ceiling.

If you still desire a photograph of our building, same may be secured upon request. Await-  
ing further word, we are

Yours very truly,

RED RIVER POTATO COMPANY.

P. S.--May we have quotations on approximately three thousand square feet of Celotex, 7/16 inch, as we have another warehouse that needs some insulation. These figures are based only on our approximate need.

CL:LB



Residence of Clarence R. Marlatt, Indianapolis, Ind.  
Maurice E. Thornton, Architect.  
Celotex used as Sheathing under brick veneer.



Residence of B. F. Pease, Cincinnati, Ohio.  
Gus Fellers, Contractor.  
Celotex used for Sheathing and Plaster Base.



Pavilion, Lake Minnetonka, Minneapolis, Minn.  
Celotex used for Roof Insulation and Interior Finish.

SUBURBAN CONSTRUCTION COMPANY  
GENERAL CONTRACTORS AND BUILDERS  
KIRKWOOD, MISSOURI

BELL, KIRKWOOD 681

April 5th, 1923

The Celotex Company,  
1002 Title Guaranty Bldg.  
St. Louis, Mo.

Gentlemen:-

Replying to your letter of recent date requesting an expression from us as to the merits of Celotex for plaster and stucco base, we are pleased to say that it has given us very good results.

We first tried it out on a bungalow for Mr. Ira Howe on Brownell Avenue, east of Collins Road, as a plaster base on outside walls. Not a single crack developed on either the brown or finish coats of plaster on these walls, whereas the interior walls which were regularly lathed had their usual quota of buckles and cracks. During the zero weather, the outside walls of this house were just as warm as the interior.

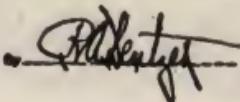
We also used it as a plaster base on a residence erected for Mr. J. P. Chambers on Highland Avenue, west of Collins Road. The results were the same.

We have also used it as a stucco base at Nos. 600 and 602 Atlanta Avenue. Not a single crack has developed. The house at No. 600 has already received the dash coat but at No. 602 it can be seen to best advantage the good results obtained with Portland cement stucco on a Celotex base.

As it is our policy to build quality into homes instead of ascertaining the cheapest method, we have not thus far compiled any figures showing comparative costs. We believe it to be an article of exceptional merit and intend to continue using it for this reason alone.

Yours very truly,

SUBURBAN CONSTRUCTION CO.





*Warm in  
Winter*

*Cool in Summ*

Brown-Borhek Company  
Lumber, Planing Mill & Coal  
Bethlehem, Pa.

Digitized by



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**From the collection of:**

**Alan O'Bright**

Lumber, Planing Mill & Coal  
Bethlehem, Pa.